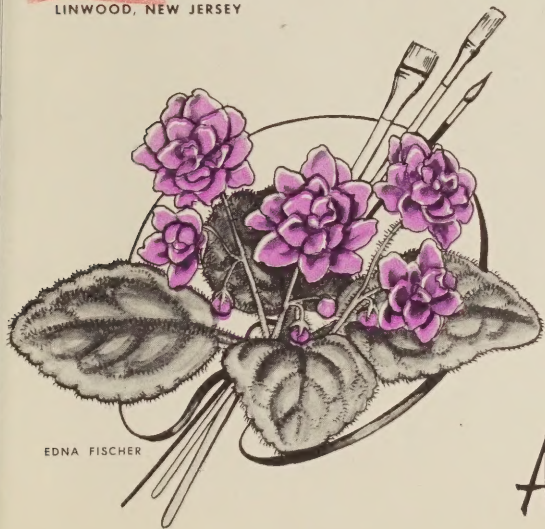


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LINWOOD, NEW JERSEY



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LINWOOD, N. J.

America's Finest *African Violets* . . .

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America's finest....

African Violets

DOUBLE GENEVAS

ALL FOUR
PLANTS \$7.50
ANY THREE \$6.
ANY TWO \$4.50

JERSEY GIANTS

ALL THREE
PLANTS \$4.00

PASTEL FRILLS

ALL SEVEN
PLANTS \$9.00
ANY FOUR \$6.

DOUBLES

ALL THREE
PLANTS \$4.50

SINGLES

ANY FOUR
PLANTS \$4.00

FRINGED GENEVAS

ALL THREE
PLANTS \$5.00

NOVELTIES

ANY SIX
PLANTS \$9.00

These spectacular hybrids are happy combinations of long-lasting, bouquet flowering doubles and lively, white-edged Genevas. Our "Double Genevas" are the foremost new Saintpaulias of this decade.

- ★ 1. **SILVER LINING**—light blue double, edged white, keeps well in summer.....\$2.50
- 2. **SNOW LINE**—red lavender companion plant.....\$2.50
- ★ 3. **EDNA FISCHER**—lovely plum shade double, white edge blending into colored area, foliage reddened below\$2.50
- ★ 4. **BLUE HORIZON**—a deep blue double, white edged, prolific bloomer.....\$2.50

An exceptionally popular, large flowered strain of singles, bloom approaching the size of DuPonts, yet with lovely pliable and soft foliage.

- 5. **BLUE BEAU**—a handsome dark blue.....\$1.50
- 6. **BLUE BELLE**—the light blue companion.....\$1.50
- 7. **CONFEDERATE BEAUTY**—"The Pride of Nashville" at the N.A.V.S. Convention, deep velvety blue.....\$1.50

Delicately ruffled singles in a rainbow of color, wavy foliage.

- ★ 8. **MINUET IMP.**—delicate mauve.....\$2.00
- ★ 9. **EVENTIDE**—rich red-lavender.....\$1.50
- ★ 10. **BLUE REFLECTION IMP.**—exquisite light blue.....\$2.00
- 11. **BOLERO IMP.**—handsome deep blue\$1.50
- ★ 12. **STARGLOW**—shimmering white.....\$2.00
- 13. **OLONAISE IMP.**—vibrant medium blue\$1.50
- ★ 14. **SUNDREAM**—a tinted mauve.....\$1.50

Increasing in popularity, masses of blooms - excellent keeping quality.

- 15. **ALMA WRIGHT**—our lovely double white.....\$2.00
- 16. **IMP. DARK BLUE DOUBLE FRINGETTE**—frilled double blue flowers, a profuse bloomer.....\$1.50
- ★ 17. **PANDORA**—a delicate blue fringed double, new for this line.....\$2.00
(Not available until fall 1954)
- ★ 18. **GIANT ROSE PINK**—deep pink blossoms of outstanding size and character, supreme foliage\$1.50
- 19. **FIREFLY**—a free-flowering red-lavender.....\$1.00
- 20. **SWEETHEART**—pale pink, profuse bloomer.....\$1.00
- 21. **ENCHANTRESS IMP.**—a huge flowering white, supreme foliage.....\$1.50
- ★ 22. **SEA SHELL**—a giant flowering delicate mauve, girl foliage.....\$1.50

These are among the most popular violets ever introduced. Lovely single blossoms, each frilled and bordered white have a dainty pecot-edge effect.

- ★ 23. **ECLIPSE**—red lavender.....\$2.00
- ★ 24. **WHITE CAPS**—very lively deep blue, prominent edges.....\$2.00
- ★ 25. **SILHOUETTE**—large flowering dark blue, deeply ruffled with faint edge almost a tint.....\$2.00

Distinctly different varieties — especially for collectors.

- 26. **BLUE BUTTERCUP**—light blue cup-shaped flowers, scalloped foliage.....\$2.00
- ★ 27. **CHRISTMAS STAR IMP.**—star-shaped light blue center on white fringed field\$2.00
- 28. **SNOW WHITE**—tinted white and frilled flowers, dark green girl foliage.....\$1.50
- 29. **CINDERELLA**—highly ruffled tu-tone flower, girl foliage, blue and white mottling\$1.50
- 30. **FANCY FRANCES**—sprightly as its name, dark blue pansy-like flowers.....\$1.50
- 31. **BLUE CLOUDS**—large flowered white, blue feathering in petals.....\$2.00
- ★ 32. **BLUE ICE**—frilled white with blue markings at petal edge and in flower center, girl foliage.....\$2.00
- 33. **WHITE SURPRISE**—single, double and semi-double flowers blooming together on the same stem.....\$2.00

See center spread for full color pictures of varieties designated with a ★. For thrifty purchasing check our "Portrait Specials"



WHITE SURPRISE



CONFEDERATE BEAUTY



FANCY FRANCES



BLUE BUTTERCUP

Portrait Special No. 1

ALL PLANTS IN COLOR PICTURE

Only \$25.00

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ANY SELECTION

Individually Priced \$6.00

Only \$5.00



The Plants in This Picture

- | | |
|---------------------------------------|--------------------------------------|
| 1. SILVER LINING
(Double Geneva) | 17. PANDORA
(Double) |
| 3. EDNA FISCHER
(Double Geneva) | 18. GIANT ROSE PINK
(Single) |
| 4. BLUE HORIZON
(Double Geneva) | 22. SEA SHELL
(Single) |
| 8. MINUET IMP.
(Pastel Frill) | 23. ECLIPSE
(Fringed Geneva) |
| 9. EVENTIDE
(Pastel Frill) | 24. WHITE CAPS
(Fringed Geneva) |
| 10. BLUE REFLECTION
(Pastel Frill) | 25. SILHOUETTE
(Fringed Geneva) |
| 12. STARGLOW
(Pastel Frill) | 27. CHRISTMAS STAR IMP.
(Novelty) |
| 14. SUNDREAM
(Pastel Frill) | 31. BLUE ICE
(Novelty) |

FISCHER'S "FIVE STAR" AFRICAN VIOLET SOIL



- ★ **STEAM STERILIZED FOR CERTAIN SANITATION.**
- ★ **HIGH ORGANIC CONTENT.**
- ★ **PROPER FERTILIZER LEVEL FOR REPOTTING.**
- ★ **READY TO USE WITHOUT FURTHER MIXING.**
- ★ **GOOD FOR MOST ALL HOUSE PLANTS.**

A bag containing over 2 lbs. (enough for about 10, 2¼" pots or 5, 3" pots) **65¢—2 bags for \$1.00.** Add 20¢ per bag for mailing, 25¢ west of Miss.

PROGRESS POTS



- ★ **THEY ARE STERILE AS RECEIVED**
- ★ **THEY ELIMINATE PETIOLE ROT**
- ★ **THEY'RE LIGHT, AND ATTRACTIVE**
- ★ **PLANTS IN THESE POTS NEED LESS WATERING**
- ★ **THEY'RE INEXPENSIVE—2¼"—7½¢, 3"—10¢.** Minimum order 10 pots.

25 POTS OR MORE LESS 10%

SPECIAL QUANTITY PRICES ON REQUEST

Add 25¢ dozen or each fraction for mailing.

When Ordering by Mail . . .

All shipments will be made by Parcel Post. Generally shipping season begins in Mid-March and continues through Mid-November depending on the weather.

Please send money order or check with all orders. C. O. D. shipments will not be made. We pay postage on orders of \$6.00 or more. Please add 25¢ per plant to help defray mailing of smaller orders.

SPECIAL DELIVERY—add 45¢ per package.

AIR PARCEL POST—add 35¢ per plant over regular delivery charges.

YOUR SATISFACTION GUARANTEED . . .

Improved packing and shipping virtually insures safe arrival of your plants. In case of damage or loss in shipment, however, notify us immediately. Your Satisfaction is Guaranteed. All plants shipped in 2¼" pots.

Suggestions for Home Culture of African Violets

The culture of African violets involves your understanding and proper application of several conditions of the plant environment. When your plants have the proper conditions, they will thrive. If you fail to supply any one condition your plants will suffer. Out of our many years of experience, we make the following suggestions.

LIGHT—Insufficient light is the most common reason for poor blooming of violets. Your plants may make leaves under low light conditions, but they need a fair amount of light for flowering. Many people now use fluorescent light to make plants bloom. The light intensity about 1 ft. below a bank of fluorescent tubes is about right. We prefer the "Warm white" tube for best color characteristics. Violets will not tolerate long exposure to strong rays of the sun. Too much light will cause "sunburn" causing the plant to become hard and yellow. The violet is a medium light plant. A helpful rule of thumb is that "More light will generally help a "shy" bloomer into a flower". During the winter plants need a "bright" location but in late spring and summer, this spot may become too light. Be careful of your light conditions and consider the use of fluorescent light, good for many house plants too.

HUMIDITY—Fairly high humidity is best for plants in the home. Many people raise good violets in their kitchens and probably the humidity there is helpful. In many homes, however, it is difficult to maintain a sufficiently high humidity and water is therefore very important.

WATER—Plants should be kept fairly moist. Intermediate conditions are best.

You can injure or kill plants by too much or too little water. A bottom watering method is good. Simply add water to the saucer under the pot, but allow the saucer to dry completely between waterings. It is advisable to water plants from above with warm water about twice a month. This redistributes fertilizers in the soil.

TEMPERATURE—Violets do best at a minimum night temperature of about 65F. Temperatures below 55 are too low and under most conditions are harmful. During the day a temperature of 75 is usually adequate.

FERTILIZERS—The tendency of many people to over-fertilize. A fertilizer should be used to maintain a plant in good growth. When a plant is poor and stunted, consider the possibility of too much as well as too little feed. A plant in good growing condition will require fertilizer about twice a month. Use a good balanced feed as recommended by the manufacturer, and guard against the chance of overfeeding.

SOIL—Be sure to use sterile soil, whether your own or purchased. A soil may be sterilized by heating to 180F for about 30 minutes. A well prepared soil should have good drainage and have ample organic content.

INSECT AND DISEASE CONTROL—

Insects and diseases are often hard to control. The best cure is prevention. Get plants from a reliable source, and even then, "isolate" new acquisitions for several weeks just in case they prove to be infested. Rotenone sprays are good all-purpose insecticides, and fermate, or dithane are satisfactory fungicides when used as directed.

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LINWOOD,

NEW JERSEY